

Message Text

UNCLASSIFIED

PAGE 01 DHAHRA 00072 200610Z
ACTION NEA-10

INFO OCT-01 ISO-00 EUR-12 EB-07 /030 W
-----200921Z 109037 /12

R 191320Z JAN 77
FM AMCONSUL DHAHRAN
TO USDOC WASHDC
AMEMBASSY ATHENS
AMEMBASSY JIDDA
INFO SECSTATE WASHDC 5206

UNCLAS DHAHRAN 0072

ATHENS PASS RTDO KINNEAR

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: APRIL FURNITURE EXHIBITION AND ALABAMA IOGA TM VISIT TO
DHAHRAN IN APRIL

REF: USDOC 00678, 76 DHAHRAN 1565, 76 STATE 312879

1. POST APPRECIATES NOTIFICATION CONTAINED IN REF USDOC MESSAGE REGARDING FACT THAT STACTERMAN AND BIFMA HAD NOT, BY MIDDLE OF JANUARY, SIGNED UP ON EXHIBITOR FOR APRIL FURNITURE JEEP. SHORTLY BEFORE RECEIPT OF REFTEL, POST RECEIVED UNEXPECTED VISIT FROM STAATERMAN AND BUSINESS ASSOCIATE WHO REVIEWED CONGEN'S REFTEL AND ANSWERED QUESTIONS RAISED IN IT.

2. STAATERMAN ADMITTED THAT NEITHER HE OR BIFMA HAD SIGNED UP ONE EXHIBITOR BUT SEEMD CONFIDENT THAT THEY WOULD FIND 15 EXHIBITORS

THEY ARE BUDGETING FOR. THEY REPORTED THAT BIFMA MEMBERS VERY BULLISH ABOUT PROSPECTS OF OUTSTANDING SALES POTENTIAL IN SAUDI ARABIA. POST WAS LEFT WITH IMPRESSION THAT STAATERMAN HAD MADE TRIP TO SAUDI ARABIA TO NAIL DOWN MARKETING ARRANGEMENT WITH RIYADH FIRM THAT WILL BUY ALL THE FURNITURE EXHIBITED IN DHAHRAN.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 DHAHRA 00072 200610Z

PST MADE ARRANGEMENT TO SELL CARPETING THAT STAATERMAN WOULD BRING TO COVER CEMENT FLOOR IN EXHIBITION HALL. ARMED WITH THAT INFORMATION, STAATERMAN EXPRESSED OPINION THAT RECRUITMENT OF JEEP EXHIBITORS WOULD PROCEED SWIFTLY AHEAD. NEVERTHELESS, POST SHARES DEPT'S CONCERN THAT STAATERMAN AND BIFMA HAVE BEEN SLOW IN SIGNING ON EXHIBITORS AND IT HOPES CAGNE WILL HAVE FRANK DISCUSSION WITH STAATERMAN AND BIFMA AND ENCOURAGE THEM TO GET MOVING. MARKET

PROBES SUBSEQUENT TO DECISION TO HOLD FURNITURE JEEP IN DHAHRAN HAS CONFIRMED POST'S EARLIER ESTIMATE THAT FURNITURE EXHIBITION IS THE IDEAL TRADE PROMOTION VEHICLE TO TEST OUT THE "WORM" AS

A SITE FOR FUTURE USDOC-SPONSORED TRADE PROMOTION EVENTS. POST WILL BE DEEPLY DISAPPOINTED IF APRIL FURNITURE EXHIBITION IS CANCELLED AS PROSPECTS FOR ITS SUCCESS APPEARS TO BE SO BRIGHT.

3. POST HAS DISCUSSED FEBRUARY 1 SHIPPING DATE PROVIDED IN REF USDOC MESSAGE WITH LOCAL SEA-LAND MANAGER. FEBRUARY 10 DEADLINE MAY BE MORE REALISTIC DATE TO WORK WITH. SEA-LAND MANAGER STATES THAT THEY HAVE SHIP LEAVING US EAST COAST ON FEBRUARY 15 WHICH WILL CONNECT IN ROTTERDAM WITH M/V "ST LOUIS" WHICH IS SCHEDULED TO SAIL FROM DUTCH PORT ON FEBRUARY 28. "ST LOUIS" HAS DAMMAM ETA OF MARCH 25. EVEN IF THAT SHIP IS DELAYED BY AS MUCH AS WEEK, THERE WOULD STILL BE AMPLE TIME TO SET UP JEEP WHICH IS SCHEDULED TO OPEN EVENING OF APRIL 9.

4. REF STATE MESSAGE ADVISED POST THAT ALABAMA IOGA TRADE MISSION WILL VISIT DHAHRAN APRIL 14 -- WHICH IS LAST DAY OF EXHIBITION DISCUSSED ABOVE. POST STAFFING WILL MAKE IT VERY DIFFICULT FOR IT TO SUPPORT FURNITURE JEEP AND ALABAMA TRADE MISSION BACK TO BACK. HOWEVER, IF JEEP IS CANCELLED THEN THERE WILL BE NO SCHEDULING CONFLICT HERE FOR ALABAMA TRADE MISSION. POST NOTES THAT EMBASSY JIDDA

HAS ASKED THAT RIYADH BE INCLUDED IN ITINERARY OF ALABAMANS AND PERHAPS THIS IS WAY TO RESOLVE SCHEDULING PROBLEM, IF FURNITURE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 DHAHRA 00072 200610Z

JEEP IS OPENED AS SCHEDULED, THEN ALABAMA TM GOES TO RIYADH FOR APRIL 14-17 PERIOD. IF FURNITURE JEEP IS CANCELLED, THEN APRIL 14-17 VISIT TO DHAHRAN IS SCHEDULED AS PROPOSED IN REF STATE MESSAGE.

5. FOR RTDO ATHENS. PARA 2 OF REF USDOC MESSAGE SUGGESTS THAT POST DOES NOTHING TO PROMOTE FURNITURE EVENT UNTIL ITS STATUS IS RESOLVED. WHEN STAATERMAN WAS HERE HE DRAFTED PRESS RELEASE ANNOUNCING FURNITURE JEEP WHICH POST WOULD LIKE TO HAVE PRINTED IN NEXT ISSUE OF "MIDDLE EAST AMERICAN COMMERCIAL NEWSLETTER" (MEACN). ADVISE LATEST DATE MATERIAL CAN BE ACCEPTED FOR INCLUSION IN NEXT ISSUE OF MEACN. BUSHNELL

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 19-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977DHAHRA00072
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770021-0331
Format: TEL
From: DHAHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770138/aaaabheb.tel
Line Count: 111
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 33f2a2d4-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 DHAHRAN 1565, 76 STATE 312879
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3562188
Secure: OPEN
Status: NATIVE
Subject: APRIL FURNITURE EXHIBITION AND ALABAMA IOGA TM VISIT TO DHAHRAN IN APRIL
TAGS: BEXP, SA
To: COM ATHENS
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/33f2a2d4-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009